

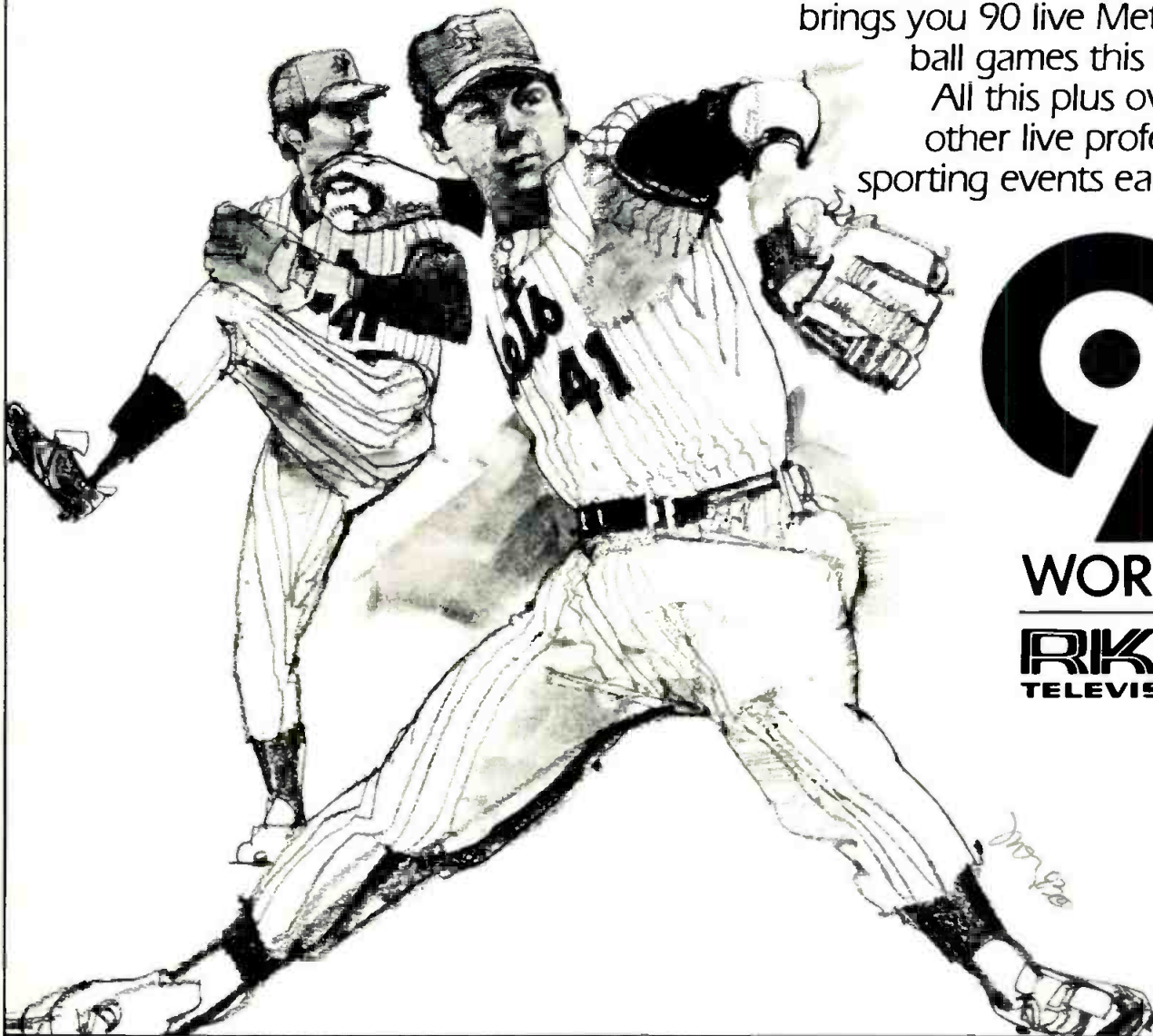
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Mar. 12	St. Louis	Away	May 11	Houston	Away	June 29	St. Louis	Away	Aug. 21	San Francisco	Away
Mar. 26	Philadelphia	Away	May 13	Pittsburgh	Away	June 30	St. Louis	Away	Aug. 26	San Francisco	Home
April 2	New York	Away	May 14	Pittsburgh	Away	July 1	Philadelphia	Away	Aug. 27	San Francisco	Home
April 5	Philadelphia	Home	May 15	Pittsburgh	Away	July 3	Philadelphia	Away	Aug. 28	San Francisco	Home
April 7	Philadelphia	Home	May 20	Los Angeles	Home	July 8	Houston	Home	Aug. 31	Los Angeles	Home
April 9	St. Louis	Home	May 21	Los Angeles	Home	July 9	Houston	Home	Sept. 2	San Diego	Home
April 12	Philadelphia	Away	May 22	Los Angeles	Home	July 10	Houston	Home	Sept. 3	San Diego	Home
April 14	St. Louis	Away	May 27	San Diego	Away	July 14	Cincinnati	Home	Sept. 4	San Diego	Home
April 15	St. Louis	Away	May 28	San Diego	Away	July 15	Houston	Away	Sept. 9	Montreal	Away
April 16	St. Louis	Away	May 29	San Diego	Away	July 19	Atlanta	Away	Sept. 10	Montreal	Away
April 17	St. Louis	Away	May 30	San Francisco	Away	July 23	Cincinnati	Away	Sept. 11	Montreal	Away
April 22	Atlanta	Away	June 3	Los Angeles	Away	July 24	Cincinnati	Away	Sept. 14	St. Louis	Home
April 23	Atlanta	Away	June 4	Los Angeles	Away	July 29	Pittsburgh	Home	Sept. 16	Chicago	Home
April 24	Atlanta	Away	June 5	Los Angeles	Away	July 30	Pittsburgh	Home	Sept. 17	Chicago	Home
April 26	Cincinnati	Away	June 10	Montreal	Home	July 31	Pittsburgh	Home	Sept. 18	Chicago	Home
April 29	Atlanta	Home	June 11	Montreal	Home				Sept. 20	Pittsburgh	Home
April 30	Atlanta	Home	June 12	Montreal	Home	Aug. 6	Chicago	Away	Sept. 24	Chicago	Away
May 2	Houston	Home	June 17	Montreal	Away	Aug. 7	Chicago	Away	Sept. 25	Chicago	Away
May 6	Cincinnati	Home	June 18	Montreal	Away	Aug. 12	Chicago	Home	Sept. 30	Montreal	Home
May 7	Cincinnati	Home	June 19	Montreal	Away	Aug. 13	Chicago	Home	Oct. 1	Montreal	Home
May 8	Cincinnati	Home	June 23	St. Louis	Home	Aug. 14	Chicago	Home	Oct. 2	Montreal	Home
May 9	Houston	Away	June 24	Philadelphia	Home	Aug. 19	San Francisco	Away			
May 10	Houston	Away	June 25	Philadelphia	Home	Aug. 20	San Francisco	Away			



Pay television spurs 29% increase in baseball rights

In large part due to the proliferation of regional pay TV contracts in major league baseball, the total money paid for the rights to carry games in 1983 will jump to \$152,710,000, up 29% from last year's \$118,350,000.

At the team level, where all of the pay cable deals come into play (the only cable contract let by baseball is to the advertiser-supported USA Network), this year's rights total is \$94,710,000, up almost 46% from the \$65 million paid in 1982.

National broadcast and cable networks, all of which are currently in the last year of multiyear pacts with baseball, will pay a total of \$58 million for the rights to games in 1983, up 8.6% from last year's figure of \$53.4 million. NBC-TV is in its fourth year and ABC-TV the fifth of contracts under which they will pay an estimated \$200 million for TV rights through the end of the upcoming season. This year, NBC is understood to be paying about \$28.5 million and ABC \$26 million. Negotiations for 1984 and

beyond are ongoing. CBS-TV has talked with the league about getting a piece of future baseball action. Reports circulated last week that the league was asking for \$1 billion for its network television contracts over the next five years (1984-1988) and that NBC had already agreed to pay \$500 million to renew its contract and was also prepared to shell out the entire \$1 billion if ABC were to decline its renewal option, provided that CBS decides not to bid on it.

CBS Radio is said to paying about the

same amount that it did last year for a similar game package in 1983, which includes the 50th anniversary All-Star Game, July 31; playoffs, Oct. 4-9 (which may be expanded to best-of-seven series, if the players' association approves a recent proposal by Commissioner Bowie Kuhn), and the World Series, currently scheduled to start Oct. 11. CBS Radio will face some serious competition from at least two other networks for the next major league radio contract—ABC Radio and Mutual Broadcasting System. Shelby Whitfield, executive producer and director of sports programming, ABC Radio Networks, told BROADCASTING last week that he has had "preliminary talks" with baseball's negotiating committee concerning a future long-term contract. John Chanin, vice president, sports, Mutual, was so confident last week of his network's proposal to the leagues that he said: "We will probably have the winning bid."

The USA Cable Network is entering its second year of a two-year rights contract, and is believed to be paying about \$1.5 million. It will cablecast between 40 and 45 regular season games, primarily on Thursday nights during prime time. On most game nights, the network provides doubleheader coverage, an East Coast game followed by a West Coast game. ESPN will bid against USA in upcoming talks for a new national cable contract with the leagues.

So far, half of the 26 major league clubs have negotiated a pay TV deal that will be in operation this year. Most of the others are still examining their options, if not for 1983, certainly for 1984.

And while some view the pay TV medium simply as a marketing tool to promote baseball, the profit potential is considered enormous. The Yankees, for example, are reportedly being paid close to \$5 million per year over 15 years by Sportschannel, a New York-area pay sports service. The Texas Rangers have recently concluded a five-year deal with Warner Amex's Home Sports Entertainment valued at between \$10 million and \$15 million.

A national pay sports service, as envisioned by Chicago White Sox President Eddie Einhorn and cable consultant Bob Schmidt in the form of Super Sports Network, may be a bit ahead of its time. A check with the teams about planned participation indicated that SSN will probably not get off to a grand start in 1983, if at all, unless it pursues sports other than baseball. Of the 23 eligible teams (those seen on the three superstations, Atlanta Braves, Chicago Cubs and New York Mets, were not invited to participate, and said they had declined anyway), 14 said they would probably not participate this year. Reasons cited included existing contracts that barred participation and concerns with the technical operation of SSN.

At press time, only the three teams in the venture, the White Sox, Detroit Tigers and Milwaukee Brewers, and the San Diego Padres were committed to participation in SSN this year. The Cincinnati Reds, Philadelphia Phillies and the Seattle Mariners are still studying the proposal, as are the California

Angels.

Most of those polled, however, seemed interested in the proposal, with an eye toward keeping tabs on SSN's progress and perhaps signing up within the next few years if the venture takes off.

Michael Schreter, vice president, treasurer and secretary, Golden West Broadcasters, which owns the California Angels, said he was not surprised that so many teams turned down the SSN proposal, at least for 1983. "It's a new concept," he said, which warrants a lot of thought on the part of club owners, especially considering the five-year commitment that SSN is attempting to elicit from participating teams. But, he added, "it's a definite way to go," and might be particularly attractive to teams that have no other pay TV deal in the works.

Schreter noted that the time zone problem confronts West Coast teams. And because

Diamond prices keep rising

How the radio-TV rights paid to the major leagues rose in the last decade, as reported annually in BROADCASTING.

1974.....	\$43,245,000
1975.....	44,495,000
1976.....	50,820,000
1977.....	52,110,000
1978.....	52,510,000
1979.....	54,500,000
1980.....	80,275,000
1981.....	89,525,000
1982.....	118,350,000
1983.....	153,610,000

that problem has to be dealt with first, he said, "I'd be surprised if any West Coast team committed to SSN this year."

Mike Fetchko, an attorney with the Cleveland Indians in charge of broadcasting and cable, said that his team would not participate because "current contracts have to be protected." But he also said that the SSN concept was "very exciting and enticing. It's baseball running baseball."

The Dodgers' Dave Vanderwalker said existing STV and broadcast contracts precluded his team's participation in SSN for another two years. But, like Schreter and Fetchko, he offered that for a team without conflicting contractual obligations, "I can see where SSN would be very beneficial."

Although Group W Satellite Communications is not yet prepared to discuss details, that company appears on the verge of getting into the pay sports business in a big way. It's understood that the four transponders GWSC has reserved on Hughes' Galaxy satellite will be used to tie together a series of regional sports networks which would include a number of professional baseball games.

A look at network programming plans, advertising rates and major sponsors for the coming season follows:

ABC has the rights to the World Series this year, as well as *Monday Night Baseball* and three Sunday afternoon games. The rate

card has not been set yet for the World Series, but the price of a 30-second spot will probably be \$210,000, according to Larre Barrett, director of sports sales for the ABC Television Network. That compares with the \$185,000 per 30-second charged by NBC last year.

Second quarter 30-second spots during *Monday Night Baseball* will be \$70,000 and third-quarter spots are priced at \$60,000. Sunday afternoon 30's will cost \$22,000.

The only major sponsor signed at press time was Miller Beer (through Backer & Spielvogel), which will have the exclusive beer spots for all the Monday night and World Series games this year. Chevrolet and G.M. Parts are negotiating for sponsorships, where they would purchase 60 seconds of advertising per game throughout the season.

The network will present 12 consecutive Monday night games this season beginning June 6, while the World Series is slated to start Tuesday Oct. 11, if the playoff structure is not expanded to a best-of-seven series.

NBC will carry 29 *Game of the Week* telecasts over 26 Saturdays (three doubleheaders), the All-Star Game on Wednesday, July 6, and the American and National League Championship Series, scheduled at this point to begin Tuesday, October 4. NBC also has two prime time dates, Aug. 9 and Sept. 6.

Saturday afternoon 30's are priced at \$33,500 (up from \$32,000 last year) and the two prime time games will cost \$62,500. NBC is charging \$180,000 for the All-Star 30's this year, up from the \$150,000 that ABC charged last year. Two years ago NBC charged \$135,000 for its All-Star spots.

Prime time playoff 30's this year cost \$122,500 (up from \$110,000), while comparable weekend spots are priced at \$70,000 (up from \$55,000) and weekday playoff 30's will go for \$40,000 (up from \$27,500).

NBC baseball sponsors this year include Ford, Miller, Honda Motorcycles, Gillette, Kentucky Fried Chicken, IBM, Michelin Tire, Borden's, Sony, Budget rent-a-car, Ramada Inns, Delco, Ryder trucks, Polaroid and Goodyear. The second quarter is 70% sold out and the third quarter is 60% sold out.

CBS Radio will offer the All-Star game, league playoffs and World Series, and will again sell advertising for the entire package. It's understood that the price of one spot running through the entire package of games tracks roughly the price of one 30-second World Series TV spot, which is expected to be \$210,000 this year.

CBS Radio baseball advertisers this year include Anheuser-Busch, Big A auto parts, Airborne, Dap and Ramada Inns.

In addition to the games themselves, CBS Radio will again offer a host of baseball-related features, such as a baseball preview series of 14-minute reports by Curt Gowdy, March 28-April 1.

The USA Cable Network has priced 30-second baseball spots for its package of 40 to 45 regular season games at \$3,000. Sponsors include Miller, Anheuser-Busch, Dura-

Story continues on page 58.

AMERICAN LEAGUE EAST

<i>Team</i>	<i>1983 rights</i>	<i>1982 rights</i>	<i>TV originator and affiliates</i>	<i>Radio originator and affiliates</i>	<i>Rights holders</i>
Baltimore Orioles	\$ 3,050,000	\$1,750,000	WMAR-TV 6	WFBR 60	WMAR-TV holds TV rights; WFBR holds radio rights; Super TV holds STV rights.
Boston Red Sox	3,200,000	2,700,000	WSBK-TV 4	WPLM 73	WSBK-TV holds TV rights; WPLM holds radio rights.
Cleveland Indians	3,400,000	2,000,000	WUAB	WWWE 40	WUAB holds TV rights; WWWE holds radio rights; Season Ticket holds pay-cable rights.
Detroit Tigers	2,000,000	1,700,000	WDIV-TV 4	WJR 35	WDIV-TV holds TV rights; WJR holds radio rights; negotiations ongoing for STV rights.
Milwaukee Brewers	2,700,000	800,000	WVTV 7	WTMJ 72	Brewers retain radio and cable rights; WVTV retains TV rights.
New York Yankees	11,500,000	6,500,000	WPIX 8	WABC 60	WPIX holds TV rights; Yankees retain radio rights; Sportschannel holds pay-cable rights.
Toronto Blue Jays	4,400,000	4,000,000	CTV-TV	CJCL 31	Labatt Breweries of Canada holds TV rights; Telemedia Broadcast Services holds TV rights.

AMERICAN LEAGUE WEST

California Angels	4,000,000	1,100,000	KTLA	KMPC English 15 Spanish 4	Golden West Broadcasters (KTLA and KMPC) has partnership arrangement with Angels for broadcast rights, including Spanish-language radio this year; ON TV has STV rights (KBSC-TV Los Angeles).
Chicago White Sox	3,400,000	2,000,000	WFLD-TV 2	WMAQ 14	White Sox retain all broadcast and cable rights, having partnership arrangement with originators involved.
Kansas City Royals	1,300,000	1,000,000	WDAF-TV 18	WIBW 110	WDAF-TV holds TV rights; Stauffer Communications (WIBW) holds radio rights.
Minnesota Twins	1,250,000	1,250,000	KSMP-TV 1	WCCO 30	Midwest Radio-TV Inc. holds broadcast rights; Twins and Home Entertainment Network hold STV rights (KTMA-TV Minneapolis).
Oakland As	1,450,000	1,300,000	KHBK 3	KSFO 14	KBHK holds TV rights in partnership with As; KSFO holds radio rights; Negotiations ongoing for Spanish-language coverage in U.S. and Mexico.
Seattle Mariners	1,200,000	1,000,000	KSTW 3	KVI 20	KSTW holds TV rights; KVI holds radio rights.
Texas Rangers	5,500,000	2,800,000	KXAS-TV 15	WBAP 14	Rangers retain broadcast rights with sales managed by Texas Rangers Baseball Network; Home Sports Entertainment holds pay-cable rights (Warner Amex).

NATIONAL LEAGUE EAST

Chicago Cubs	3,000,000	1,950,000	WGN-TV 20	WGN 26	WGN-TV holds TV rights; WGN holds radio rights.
Montreal Expos	7,300,000	8,100,000	CBC-TV English 41 French 18	CFCF 38 CKAC 40	Carling-O'Keefe holds TV rights; CFCF holds English-language radio rights; CKAC holds French-language radio rights.
New York Mets	10,500,000	4,250,000	WOR-TV	WHN 25	WOR-TV has partnership arrangements with Mets; Mets retain radio rights; Sportschannel holds pay-cable rights.
Philadelphia Phillies	7,000,000	6,500,000	WTAF-TV	WCAU 26	WTAF-TV holds TV rights; WCAU holds radio rights; PRISM holds pay-cable rights.
Pittsburgh Pirates	2,160,000	1,800,000	KDKA-TV 4	KDKA 36	Group W (KDKA-AM-TV) is broadcast rights holder; Home Sports Entertainment Network (Warner Amex) holds pay-cable rights.
St. Louis Cardinals	1,700,000	1,500,000	KSDK 14	KMOX 100-plus	KSDK holds TV rights; KMOX holds radio rights.

NATIONAL LEAGUE WEST

Atlanta Braves	2,000,000	1,600,000	WTBS	WSB 70	WTBS is TV rights holder under agreement with commonly owned Braves. Braves retain radio rights.
Cincinnati Reds	2,100,000	1,900,000	WLWT 11	WLW 117	WLWT holds TV rights; Reds retain radio and cable rights.
Houston Astros	3,100,000	2,000,000	KXTH 12	KRBE 40	Astros retain TV and radio rights. Home Sports Entertainment (Warner Amex) holds pay-cable rights.
Los Angeles Dodgers	3,100,000	2,750,000	KTTV	KABC 28 KTNQ Spanish 2	Dodgers retain broadcast rights, selling through Dodgers Radio and TV Network. ON TV has STV rights (KSBC-TV Los Angeles).
San Diego Padres	2,400,000	1,200,000	KCST-TV	KFMB XEXX 33	KCST-TV holds TV rights; KFMB holds radio rights (English), and XEXX holds Spanish-language radio rights.
San Francisco Giants	2,000,000	1,000,000	KTVU	KNBR	KTVU holds TV rights; KNBR holds radio rights. KOFY will originate Spanish-language rights.

AL total	\$48,350,000	\$29,400,000
NL total	\$46,360,000	\$35,550,000
Majors total	\$94,710,000	\$64,950,000

Not included in the table are network payments for nationally televised games that total about \$58 million. NBC is understood to be paying \$28.5 million; ABC, \$26 million; CBS Radio, \$2 million; and USA Network, \$1.5 million, for 1983 baseball rights.

cell and Phillips Petroleum. The network currently reaches over 15 million cable subscribers through 3,000 affiliates.

A team-by-team breakdown follows:

Baltimore Orioles

WFBR(AM) is entering its first year of a four-year agreement with the baseball club amounting to a figure that is three times higher than the previous four-year package, according to Harry Shriver, president and general manager of the station. Sponsors include Chevrolet, Kelly Springfield Tires, Maryland National Bank and Carquest Auto Parts. Shriver expects two-thirds of the broadcast schedule to be sold out by the beginning of the season.

As for television, WMAR(TV) is beginning its first year of a new two-year deal. There are no pay-cable rights but McLean, Va.-based Super TV has negotiated a new two-year contract for STV rights for 16 home games to be televised in Baltimore over local STV outlet WNUV(TV), and in Washington on WCQR(TV). Super TV had televised some Oriole games last season.

There will be a separate announcing staff for both radio and television. The Oriole organization recently signed former Boston Red Sox announcer Jon Miller to handle on-air radio play-by-play coverage with Tom Marr while veteran Oriole announcer Chuck Thompson will do play-by-play for television along with color commentator Brooks Robinson.

Boston Red Sox

Pay-cable is on the horizon for the Red Sox, but a definite starting date has not been set. The baseball club, the Boston Bruins and WSBK-TV have formed a partnership called the New England Sports Network to offer on pay-cable both games of the Bruins and the Red Sox. "It definitely won't go this year, perhaps next year," reports Stu Tauber, general sales manager of WSBK-TV. The TV station has entered into a new three-year contract with the Red Sox covering 105 games. Tauber says business is fairly brisk and major positions have been sold to Anheuser-Busch, Toyota and Gulf Oil.

Cleveland Indians

The Indians' television rights holder, WUAB(TV), enters the 1983 baseball season with a new three-year contract providing for the annual coverage of 50 away contests. Radio rights holder WWWE(AM) has a contract extending through 1985 and this year will carry all 162 regular season games (as do most radio originators) and 11 pre-season games. Ted Stepien, owner of the National Basketball Association Cleveland Cavaliers and operator of a regional cable-sports channel in the Cleveland area, was also awarded a new three-year contract this year by the Indians. He will market Season Ticket, a package of 50 games (six exhibition and 44 home games) to area cable systems. Season Ticket's marketable universe consists of 18

cable systems with 487,000 subscribers, within a 75-mile radius of Cleveland. The city itself is not yet franchised. Carl Foster, an executive with Stepien's Nationwide Cable subsidiary, hopes to have 10 systems committed to carrying the service by opening day. The first exhibition game will be carried March 22 from Tucson, Ariz., via Westar V.

Anheuser-Busch is the beer sponsor for both WUAB and WWWE. WUAB will spot out the automotive category to various clients, and WWWE has secured Chevrolet as its automotive sponsor. General Tire and Farmers Insurance have also signed on as radio sponsors this year.

Comedian Jonathan Winters, an Ohio native, is to be featured in a series of spots on WUAB promoting Indians baseball. WWWE has the rights to Indians team mascot Tom-E-Hawk and team fight song, "Indian Country," which the station uses to promote its baseball broadcasts.

Detroit Tigers

WJR(AM) is beginning a new five-year contract with the Tiger organization while WDIV(TV) is in the last year of a three-year television broadcast pact. Duane Kell, general sales manager of WDIV, expects the 1983 broadcast schedule to be about 80% sold out by the time the first spring training game is aired March 17. Advertisers include Miller and Chevrolet. According to Kell, there will probably be an on-air promotion campaign



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with Chevrolet but details have not yet been worked out.

ON TV, which held STV rights in previous years over the local STV outlet, WXON(TV), is currently negotiating for a new contract. There are no pay cable rights.

Milwaukee Brewers

The team that made it to the World Series last year also formed a joint venture with the Milwaukee Bucks basketball team for a regional pay TV sports network and decided to retain its radio rights, held for the previous two years by WISN(AM) Milwaukee. Whether the Brewers will join the White Sox, Rangers, A's, Astros and Dodgers in retaining all or part of its broadcast TV rights is likely to be decided in the coming months. A three-year contract with WVTM(TV) Milwaukee expires this year. Negotiations on a new contract have not formally begun.

The regional sports network, Wisconsin All Sports Network, could distribute the games of other regional baseball teams as well as professional hockey and college football. It is not likely to be on the air this year, according to Bill Haig, vice president, TV and radio for the Brewers, although it has signed some cable systems to carry its programming. WVTM and a network of seven stations will carry at least 60 games again this season, according to station general manager, Mike Schuch, and time on the network is sold out at an average of \$1,200 per 30-second spot. Major sponsors are Miller Beer, Toyota and True Value Hardware. WTMJ(AM) Milwaukee will originate the radio coverage on a network of 72 stations in 51 markets. In addition to allowing its originating station to sell time in the coverage, the Milwaukee Brewers Radio Network will help WTMJ with the cost of transmitting the game to network affiliates and with other expenses, such as log keeping and billing. WISN gave up its option for two more years of Brewers coverage after it failed to profit from its first two years. The station had paid the team in excess of \$1 million for radio rights in 1982, according to WISN general manager John Hinkle.

New York Yankees

The Yankees have posted the highest broadcast rights for 1983 with a combined market figure of \$11.5 million—up 77% over last year. Originating TV station is WPIX(TV), which is entering its fourth year of a five-year contract. Sponsors basically include the same line-up as last year: Anheuser-Busch, Citibank, Dodge, Toyota, United Airlines, Exxon, Pepsi, Canon, McDonald's and Con Edison, the electric power company of New York City. Thirty-second spots are averaging 20% higher this year, according to a WPIX spokesman.

On the radio side, WABC(AM) will begin the third of a seven-year pact as the originating station of Yankee games. However, the team retains broadcast rights and sells the spots. The radio network consists of approximately 60 stations.

Ninety games this season will be televised over pay cable TV via Sportschannel, which is now in its second year of a 15-year deal.

The same major sponsors for the Mets have bought time for the Yankees (see page 66).

Toronto Blue Jays

Radio coverage of the Toronto Blue Jays is sold out, according to Len Bramson, president of Telemedia Broadcast Services, which plans to broadcast 162 games, eight of them preseason, on a network of about 38 stations in 1982. The originating station will again be CJCL(AM) Toronto, which was purchased last year along with Hewpex Sports network, former radio rights holder of the Blue Jays, by Telemedia of Ontario Inc. General Motors, Petrocan, McDonald's, Canadian Imperial Bank of Commerce, Labatt Breweries and Panasonic are major sponsors on the network, which includes 36 French outlets and two in English. TV Labatt will again produce and market coverage of the Blue Jays, to be distributed over the CTV network.

California Angels

The estimated annual broadcast rights for the Angels rose dramatically this year, following the pending sale of KTLA(TV) Los Angeles by Angels owner Gene Autry and The Signal Cos., to an investment group. Observers noted that Autry's 50% interest in the originating station had kept the rights package down, but the sale, coupled with home attendance records, has brought the team to the brink of implementing a new five-year agreement, reached in principle last year by the Angels and KTLA, predicated on the FCC's final approval of the station's sale. In the meantime, a station spokesman said KTLA plans "about the same" amount of promotional effort this year for its 35 regular season and two exhibition games. KMPC(AM), which will remain in Autry's hands, plans to cover all 81 of the Angels games. In addition, at least four Spanish-language stations in southern California and Tijuana will air all Angels home games. Chevrolet, Anheuser-Busch, Chevron USA and Avco Finance have contracted to sponsor the Spanish-language broadcasts.

Fifteen Angel home games will be televised by ON TV, the subscription service aired over KBSC-TV Corona (Los Angeles). ON TV's contract extends through 1984. It has carried selected home games of the Angels for the past six seasons.

Chicago White Sox

More than two-thirds of the White Sox games this year will be seen exclusively on pay television via ON TV's two-channel STV service and suburban cable systems. Sportsvision, the pay channel owned jointly by the White Sox and three other Chicago-based professional sports teams, the Stings (soccer), Black Hawks (hockey) and Bulls (basketball), is marketing a 112-game subscription package of White Sox games for 1983. Sportsvision leases time on UHF channel 60, one of two channels composing ON TV's STV service in Chicago. Subscribers are charged \$15 for the two-channel package and \$21.95 for Sportsvision a la

carte. Cable subscribers are charged an average of \$12 for the sports channel. The service now claims about 25,000 STV subscribers and 5,000 cable subscribers (cable marketing has just begun). Laureen Fadil, director of broadcast operations for the White Sox, said the break-even figure that the team is working with is 60,000 pay subscribers. She said that figure should be reached in the latter part of 1983, largely due to cable subscriber growth.

A breach of contract suit filed against Sportsvision by Chuck Dolan's Sportschannel more than a year ago is still pending. Sportschannel claims that it was given the exclusive cable rights to White Sox games for the 1981 and 1982 seasons by former White Sox owner Bill Veeck. The current club ownership took control of the team between those two seasons and launched its own sports channel, disavowing Dolan's claim to the rights for any White Sox games in 1982.

Television originator WFLD-TV will carry 40 games this year (37 regular and three exhibition), down from 45 in 1982, fed to the station by Sportsvision. Television sponsors include True Value Hardware, area Dodge dealers and Anheuser-Busch. The station is in the second year of a four-year contract.

Radio originator WMAQ is entering the second year of a five-year contract it has with the White Sox to carry the full season. Sponsors include Honda, Anheuser-Busch, General Finance, Central Tire, Texaco and True Value Hardware.

Kansas City Royals

WIBW(AM) Topeka, Kan., will again originate coverage of the Kansas City Royals on one of the largest radio networks—110 stations—in major league baseball. Time on the network is sold out at \$60,000 per 60-second spot, according to Bob Fromme, general manager of Stauffer Communications' Royals Radio Network. Pabst Beer, Datsun, Getty Refining and marketing, Yago Sangria and Guy's Potato Chips will return to sponsor 162 regular season games and 16 spring training games, while Budweiser Beer and True Value Hardware will sponsor 30 minutes of pre- and post-game programming. WDAF-TV Kansas City will broadcast 45 regular season games, an exhibition game and any post-season games with major sponsorship from Miller Beer and Chevrolet. The Royals are "relatively close" to a decision on pay TV rights, according to Bryan Burns, director of broadcasting for the team, who said Super Sports Network as well as several regional multiple system operators have made offers. Burns anticipates that no more than "50 or 60" Royals games would be carried on cable each season at the outset, to prevent a negative impact on the gate. Telecable Corp., Tele-Communications Inc., Landmark Communications and American Television & Communications Corp. own cable systems in the vicinity of Kansas City.

Minnesota Twins

Pay TV rights to the Minnesota Twins are the

subject of a lawsuit filed by Midwest Radio-TV Inc., Minneapolis, after the team entered a joint venture with the North Star hockey team and United Cable Television Corp.'s Home Entertainment Network a little over a month ago. Midwest Radio-TV bought what it believed were the radio and TV rights and a right of first refusal to pay TV rights last October from Midwest Federal Savings and Loan Association, according to Jim Rupp, president, Midwest-Radio-TV. The case is set to go to trial in late April. Meanwhile, KMSP-TV Minneapolis continues to sublet the rights of Twins coverage and will carry 50 games this year. WCCO(AM) Minneapolis will originate coverage to a radio network of 25 stations that is three-quarters sold out at an average of \$185 per 30-second spot. Pabst, Farmers Insurance, Midwest Federal Savings and Loan and True Value Hardware are major sponsors.

Oakland Athletics

KBHK(TV) is entering the second year of a three-year joint venture agreement with the A's, with 42 games scheduled and the option for five others. Ten of the home games will be seen exclusively on KBHK. KBHK has added former San Francisco Giants manager Bill Rigney as a commentator. According to KBHK general manager Bill White, the station is planning an intensive promotion campaign, to include "billboards, newspaper ads, 'TV Guide' advertising, point-of-purchase promotions, bumper stickers and an automobile giveaway." The station will highlight game results on the air with the introduction of an "instant scoreboard" graphics package to be displayed after each game during program breaks.

KSFO, which holds the A's radio rights through 1984, reports increased sponsor and station interest over last year. Scotty Hemley, director of sports programming for the station, said the network expects to add two or three stations before the season starts.

Seattle Mariners

Discussions are being held in Seattle on bringing pay cable and the Mariners together, but the earliest chance for such a union is 1984. This season KSTW(TV) is telecasting 50 games, five at home and 45 away. The station is operating in the second year of a two-year pact. Its coverage of the Mariners' games will be fed to Boise, Idaho; Portland, Ore., and Spokane, Wash. The station has signed two major sponsors, Anheuser-Busch and True Value Hardware, but has four or five clients it expects to soon sign. Radio seems headed for a good baseball year, according to John Hendricks, general sales manager of KVI(AM). He estimated that the baseball inventory is 80% sold, with major commitments made by Budweiser, Chevrolet, Chevron Oil, Farmer Insurance Co. and Fred Meyer Stores.

Texas Rangers

Warner Amex Cable has signed a reported maximum five-year pact with the Rangers, starting this year, which will bring to the

club between \$10 million and \$15 million over the period of the contract (BROADCASTING, Feb. 21). Warner Amex has obtained exclusive rights to 100 Rangers' game for the 1983 season.

Thirty games will be carried on commercial television over KXAS-TV Fort Worth and fed to a network of 15 stations. Roy Park, executive director of the Texas Rangers Baseball Network, which acts as sales agent, said business has been "very good."

Chicago Cubs

WGN-TV reports that sales are proceeding smoothly this year with about 70% of the advertising schedule already sold, according to Dennis Fitzsimmons, director of sales. The station will telecast about 150 games. Major sponsors already sold include Toyota, Union Oil, True Value Hardware and Canon. WGN-TV has signed a new long-term arrangement to carry the Cubs games but would not specify its length. A spokesman for the Cubs said the team has no plans at this time to enter the pay-cable television field. On radio, WGN(AM) will broadcast all regular games and 12 exhibition contests.

Montreal Expos

With the baseball strike of 1981, the Expos' five-year TV contract for \$32.5 million with the Canadian Brewer Carling-O'Keefe was extended for a sixth year. The brewer has turned around and subcontracted Expo games to CBC-TV, now on nearly 60 English and French stations. Radio affiliates have also increased, from 24 on the English network to 38.

New York Mets

Radio, TV and pay cable rights have jumped nearly 150% in 1983 for the Mets. WOR-TV will begin its 21st season as the originator of television broadcasts, a "partnership agreement" it has had with the baseball club since the Mets began playing in 1962. Sponsors include Anheuser-Busch, Nissan Motors/Datsun and Manufacturers Hanover Trust. Sales are running about 30% ahead of last year, according to Robert Fennimore, station vice president and general manager.

Mutual's WHN(AM) will begin its first year of a three-year contract for radio coverage.

As for pay-cable rights, Sportschannel, a subsidiary of Cablevision, is in its second year of a 30-year agreement, and will air 60 games, both home and away. Sponsors for the cable channel include Budweiser, Toyota and Getty Oil.

Philadelphia Phillies

The Phillies have a new television originator this year—Taft Broadcasting's WTAJ-TV. The station has signed a 10-year contract with the team, which provides for the televising of 83 games in 1983 (70 away games and 13 Sunday-afternoon home games). Taft owns 48% of the Phillies. Television sponsors this year include Anheuser-Busch, Roy Rogers restaurants and Toyota.

Prism, the Bala Cynwyd, Pa.-based regional pay cable programmer, is entering the

third year of a five-year contract with the Phillies. It has the exclusive rights to 30 home games in 1983 and will provide them to 81 cable systems in Pennsylvania, New Jersey and Delaware. Prism currently has about 330,000 subscribers, each of whom pays between \$10 and \$11 for the service (operators pay Prism \$5.25 per subscriber).

Radio rights holder WCAU(AM) negotiated a 10-year contract with the Phillies last year.

Pittsburgh Pirates

KDKA-TV will carry 60 Pirate home games this season, with major sponsors including Anheuser-Busch and Giant Eagle food chain. Negotiations with automobile companies are still being conducted. On the radio side, KDKA holds the rights for all 162 games, and the playoffs. Constantine Grab, program director at the station, expects a "fairly large increase in sales over last year" with major clients including Chevrolet, Mellon Bank and Anheuser-Busch. The Pirates have additionally sold rights to Warner Amex Cable for a newly developed pay-cable service called Home Sports Entertainment-Pittsburgh. A five year contract was signed for rights to broadcast 60 home games the first two years, increasing to 80 to 100 games in the last three years of the contract.

St. Louis Cardinals

KSDK(TV), in the middle of a five-year agreement, holds rights for the Redbirds through 1984. It has rights to 40 games (including one exhibition game). According to Tony Bello, KSDK vice president, director of sales, the schedule is 80% sold inside games (and is about 90% sold during pre- and post-game shows). Major sponsors include Anheuser-Busch, Toyota Dealers of St. Louis, Parker Distributors, Kroger stores, True Value Hardware and Southwestern Bell. An official for the team said the club was looking for cable or pay TV options "but right now there's nothing out there." (Last year, he noted, the club did do seven STV games over Cox Broadcasting's KDNL-TV, and had hoped to do more this year, but Cox dropped its STV mode.)

Atlanta Braves

Braves games (between 135 and 150 in 1983) are seen on superstation WTBS(TV), commonly owned by Turner Broadcasting System. The radio originator is WSB(AM) but the Braves retain the radio rights and sell the advertising for the 162 regular season games and 10 exhibition contests the station broadcasts. WTBS sells the Braves telecasts, which now reach 5,024 cable systems with a total of 25 million subscribers. On March 28 and 29, WTBS will present a two-part, four-hour documentary on the Braves. The video footage used for the documentary was selected from 170 hours of videotape that was shot during the Braves 1982 season. Venerable sportscaster Red Barber will narrate the program.

Cincinnati Reds

Television rights holder WLWT(TV) is in the fourth year of a five year contract with the Reds, while radio originator WLW(AM) has

just signed a new 10-year deal starting with the 1983 season.

WLWT will carry 48 Reds telecasts this year, mostly away games. Sponsors include Anheuser-Busch, area Ford dealers, Gulf and Frisch's Big Boy restaurants.

Houston Astros

The ball club continues to retain conventional television and radio rights, doing its own selling and administrating of regional networks. KRBE(AM) Houston, formerly KENR, continues as originating station for a radio network of 40 stations with KRBE-FM there simulcasting night games. New TV originator is KXTH(TV) Houston for a network of approximately 12 stations. Art Elliott, director of broadcast operations for the Astros, conceded that sales were "a trifle slow" in February but that historically sales come on "like the spring floods" in March. Among major sponsors already committed to returning are Anheuser-Busch and Nissan Motors.

Los Angeles Dodgers

The Dodgers continue to use KYTV(TV) as their exclusive originating station for television and KABC(AM) for radio. The network for radio has expanded to 28 English-lan-

guage and three Spanish-language stations this year.

ON TV, the subscription television service aired over KBSC-TV Corona, is entering its seventh season televising 15 home games from Dodger Stadium. The games are scheduled to continue on ON TV through 1984.

San Diego Padres

Television rights for the Padres transferred from KFMB-TV to NBC-affiliate KCST-TV San Diego this year, in a new three-year contract. A station spokesman said details of an extensive promotion campaign are still being worked out and that advertisers are responding "better than expected." KCST-TV expects to offer 49 regular and two exhibition games.

WFMB(AM) has renewed its three-year contract for English-language coverage, which continues exclusively on that San Diego outlet. Spanish-language coverage, emanating from XEXX(AM) Tijuana, has expanded to 33 stations, including a number in Mexico.

According to Jerry Coleman, director of radio and television for the team, the Padres "are very interested" in cable and/or pay television coverage of their games and are

contemplating a "substantial cable operation," involving from 40 to 50 games this season. Coleman says the baseball club is negotiating with at least one MSO and one STV program service for game coverage and eventually will try to obtain access to the cable systems serving an estimated 350,000 households in the San Diego market, the nation's most heavily wired.

San Francisco Giants

This season marks the end of a five-year radio and television contract between KTVU(TV) and KNBR(AM) and the Giants. Team spokesman Pat Gallagher said 1984 "will be a very interesting year for us because we anticipate getting involved in pay cable coverage. We know we're going to be getting into it, the question is how." (The Giants have not yet ventured outside the traditional broadcast arena.)

For this season, KTVU will cover 31 regular season games (all at home) and feed four other stations. KNBR will present play-by-play from all 162 regular season games plus eight pre-season contests. KOFY San Mateo enters its second year of Spanish-language coverage, with 33 games featured. □

Law & Regulation

FCC upheld in KCET(TV) case

High court affirms renewal of Los Angeles noncommercial station and says commission is not required to make television serve deaf

The FCC, a public broadcaster whose license was under challenge and a group of deaf persons in California are in agreement that the public interest would be served if television broadcasting were made more available to the nation's hearing impaired, believed to number between 8.5 million to 20 million. But, the Supreme Court held last week, there is nothing in the law requiring the FCC to see to it that broadcasters make a special effort to offer that service.

The court issued the ruling—by a 7-2 vote—in affirming the commission's decision to renew the license of noncommercial KCET(TV) Los Angeles. In the process, it rejected the argument that Section 504 of the Rehabilitation Act, which forbids discrimination against the handicapped by those receiving federal funds, requires the commission to review a public television station's renewal application under a stricter standard than it applies to a commercial licensee.

"No party suggests that a licensee, whether commercial or public, may simply ignore the needs of the hearing impaired in discharging its responsibilities to the community which it serves," the majority said, in the

opinion written by Justice John Paul Stevens. But, Stevens added, "we are not... persuaded that Congress intended the Rehabilitation Act of 1973 to impose any new enforcement obligation on the Federal Communications Commission."

Sue Gottfried, representing a group of hearing impaired residents in the Los Angeles area, in 1977 petitioned the FCC to deny the license renewal applications of KCET and seven local commercial stations because, she said, they had not ascertained the needs and interests of the hearing impaired and had violated Section 504. She contended that the stations had failed to carry enough programming with special captioning or other aids to benefit the hearing impaired.

The commission rejected both arguments. As for the one involving the Rehabilitation Act, the commission said that the statute does not apply to commercial stations and that while it might apply to public outlets, the allegations were premature until the agency responsible for enforcing the law—the Department of Education—found the station in violation.

The U.S. Court of Appeals in Washington affirmed the decision regarding the commercial stations. But it said that a public broadcasting station subject to Section 504 should be held to a stricter "public interest" standard than a commercial station and that the commission should not renew KCET's license without inquiring into its efforts to meet the needs of the hearing impaired.

The appellate decision raised the question as to whether the commission is obligated to implement laws or policies for which other

agencies of government are responsible. Thus, if the Supreme Court decision had gone against the commission, officials felt, it would have established a difficult precedent.

The commission maintains it may choose to follow the principles underlying statutes and policies beyond the scope of the Communications Act—as in the case of the equal employment rules, for instance—if it feels such action is required by the public interest mandate of the Communications Act. But it argued in the KCET case that requiring stations to engage in closed captioning for the hearing impaired was not practicable because of the technical complexities involved. It also said, however, it would consider the matter in a license renewal proceeding if KCET were found—by the "proper" agency—to be in violation of Section 504.

The court majority accepted that argument. If a licensee were found guilty of violating the Rehabilitation Act—or any other federal statute—"the commission would certainly be obligated to consider the possible relevance of such a violation in determining whether or not to renew the law-breaker's license," Stevens wrote for the court. But, he added, "in the absence of a direction in the Rehabilitation Act itself, and without any expression of such intent in the legislative history, we are unwilling to assume that Congress has instructed the Federal Communications Commission to take original jurisdiction over the processing of charges that its regulates have violated that act." Stevens pointed out in a footnote that